

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (Currently Amended) A method for displaying viewer reactions to a display object, the method comprising the steps of:

- a) dividing the display object into a plurality of spatial regions;
- b) collecting subjective cognitive viewer reactions to an exposure to the display object;
- c) correlating the viewer reactions with the spatial regions; and
- d) displaying to an evaluator the display object with an aspect of a display of each spatial region being a function of the correlated viewer reactions for the region, said aspect selected from the list consisting of transparency, color tingeing, and combinations thereof.

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Claim 2. (Original) The method of claim 1 wherein the dividing step comprises dividing the display object into a matrix, with each spatial region being a cell of the matrix.

Claim 3. (Original) The method of claim 1 wherein the collecting step comprises exposing a viewer to the display object for a duration between $\frac{1}{4}$ and 4 second.

Claim 4. (Original) The method of claim 1 wherein the collecting step comprises exposing a plurality of viewers to the display object.

Claim 5. (Original) The method of claim 1 wherein the collecting step comprises exposing a viewer to a plurality of exposures to the display object.

Claims 6 and 7. (Canceled)

Claim 8. (Original) The method of claim 1 wherein the displaying step comprises displaying a static image.

Claim 9. (Original) The method of claim 1 wherein the displaying step comprises displaying images as a motion picture.

Claim 10. (Original) The method of claim 1 wherein the displaying step comprises displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.

Claim 11. (Currently Amended) An apparatus for displaying viewer reactions to a display object, said apparatus comprising:

means for dividing the display object into a plurality of spatial regions;

means for correlating subjective cognitive viewer reactions to an exposure to the display object with said spatial regions; and

means for displaying to an evaluator the display object with an aspect of a display of each of said spatial regions being a function of the correlated viewer reactions for said region, the aspect selected from the list consisting of transparency, color tingeing, and combinations thereof.

Claim 12. (Original) The apparatus of claim 11 wherein said dividing means comprises means for dividing the display object into a matrix, with each of said spatial regions being a cell of said matrix.

Claim 13. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions to exposures to the display object for a duration between $\frac{1}{4}$ and 4 second.

Claim 14. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of viewers to the display object.

Claim 15. (Original) The apparatus of claim 11 wherein said correlating means comprises means for correlating viewer reactions of a plurality of exposures to the display object.

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Claims 16 and 17. (canceled)

Claim 18. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying a static image.

Claim 19. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying images as a motion picture.

Claim 20. (Original) The apparatus of claim 11 wherein said display means comprises means for displaying a plurality of images corresponding to a plurality of viewer exposures to the display image.